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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Data Model: This section of the exam measures skills of Marketing Cloud Administrators and covers Salesforce's data model. It involves understanding the relationship between core standard objects such as Accounts, Contacts, Leads, Opportunities, and Cases. The section also evaluates knowledge of ensuring data visibility through features and maintaining data integrity using the right tools in different business scenarios.
Topic 2	<ul style="list-style-type: none">• Navigation: This section of the exam measures the skills of Marketing Specialists and covers how users navigate Salesforce. It tests the ability to locate and access necessary information in given scenarios and to identify where different types of Salesforce customizations take place. The emphasis is on practical system navigation that supports marketing operations.
Topic 3	<ul style="list-style-type: none">• Salesforce Ecosystem: This section of the exam measures skills of Marketing Cloud Administrators and covers the overall Salesforce ecosystem. It focuses on understanding the different resources available for learning and skill development, recognizing how Salesforce Customer 360 products can be applied in real business use cases, and explaining how organizations make use of Salesforce in daily operations. It also highlights awareness of job roles and career opportunities within the Salesforce ecosystem.

Topic 4	<ul style="list-style-type: none">• Reports & Dashboards: This section of the exam measures skills of Marketing Specialists and covers reporting and visualization in Salesforce. It includes describing how reports are built, how dashboards present insights, and how these tools help organizations monitor performance and make informed marketing decisions.
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Salesforce Certified Platform Foundations Sample Questions (Q105-Q110):

NEW QUESTION # 105

Get Cloudy Consulting wants to confirm the data type of the Account Sources field on Account object. Which editing the Account, the Account Sources field has several predefined values that can be selected.

Which type of field is Account Source?

- A. Text.Area
- **B. Picklist**
- C. Formula

Answer: B

Explanation:

The Account Source field is a picklist type of field. A picklist field is a type of field that allows the user to select a value from a predefined list of values, which ensures data consistency and accuracy. For example, the Account Source field could have values such as Web, Phone, Referral, and so on. A formula field is a type of field that calculates a value based on an expression or formula, which can reference other fields, functions, or constants. For example, a formula field could calculate the commission amount based on the opportunity amount and the commission rate. A text area field is a type of field that allows the user to enter up to 255 characters of free-form text, which can include multiple lines and spaces. For example, a text area field could capture the description or notes of an account or an opportunity.

NEW QUESTION # 106

A manager can see all of the records owned by their team, but not records owned by other teams.

How is access to the records being controlled?

- A. Permission Sets
- **B. Role Hierarchy**
- C. Profiles

Answer: B

Explanation:

The role hierarchy is a way of controlling access to records based on the user's position in the organization. A user can see all of the records owned by themselves and the users below them in the hierarchy, but not records owned by users above them or in a different branch.

NEW QUESTION # 107

A Salesforce associate wants to update an opportunity record they just closed. Which relationship is standard as a Lookup field on

an opportunity?

- **A. Account**
- B. Stage
- C. Quote

Answer: A

Explanation:

The account relationship is a standard lookup field on an opportunity. A lookup field allows the user to select a record from another object and link it to the current record. The account field on an opportunity allows the user to select an account that the opportunity is related to. The stage relationship is not a lookup field, but a picklist field that indicates the sales stage of the opportunity, such as Prospecting, Negotiation, or Closed Won. The quote relationship is not a standard lookup field, but a custom lookup field that can be created to link an opportunity to a quote. A quote is a record that shows proposed prices for products and services.

NEW QUESTION # 108

A Salesforce associate is creating new user accounts for a new project management team. What will be the role of each new team member?

- **A. End User**
- B. Developer
- C. Builder

Answer: A

Explanation:

The role of each new team member will be end user, which means they will use the Salesforce application to perform their daily tasks, such as creating and updating records, running reports, and collaborating with others.

NEW QUESTION # 109

A Salesforce associate has been tasked with creating new fields on the Contact object and determining what type of field be used for each one.

Where should the associate go to understand the differences between the data types?

- **A. Salesforce Help**
- B. App Launch
- C. Customer Support

Answer: A

Explanation:

Salesforce Help is where the associate should go to understand the differences between the data types.

Salesforce Help is a resource that provides documentation, guides, videos, and support for Salesforce users who need assistance with using or troubleshooting Salesforce products and features. Salesforce Help has a section called Data Types that explains the characteristics and use cases of each data type, such as text, number, date, picklist, checkbox, and so on. Customer Support is a service that provides technical support and assistance for Salesforce users who encounter issues or errors with Salesforce products and features.

Customer Support is not a resource that explains the differences between the data types, but rather a resource that helps resolve problems or incidents. App Launcher is a feature that allows the user to access all the apps and objects in Salesforce, such as Sales, Service, Marketing, and so on. App Launcher is not a resource that explains the differences between the data types, but rather a feature that helps navigate the user interface.

NEW QUESTION # 110

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